ADVERTISING SECTION

FOUR WOMEN ON THE BRINK OF LIFE'S GREATEST ADVENTURE!
She doesn't want a baby ...it will ruin her figure!
Mother of seven ...she's the ward's best customer!
A baby's tender fingers will heal her broken heart!
Beautifully, The Screen Unfolds A Story That Will Stir Your Emotions...And Open Your Eyes!
• Never before has the screen delved into such an intimate story ...and emerged with a drama so rich, so real...so human! Here is a story every mother will want her daughter to know! A picture every woman will want to see...with the man she loves!
GERALDINE FITZGERALD
The girl who leaped to fame in 'Dark Victory' and 'Wuthering Heights'
A CHILD IS BORN
GLADYS GEORGE
JEFFREY LYNN
GALE PAGE
SPRING BYINGTON
THE STORY OF ALL CREATION IN 90 MINUTES OF HEART-STIRRING DRAMA!
Directed by Lloyd Bacon • A WARNER BROS. Picture
Screen Play by Robert Rossen • Based on a Play by Mary McDougal Axelson

Mat 402 — 4 cols. x 14 inches (780 lines) — 60c

THERE IS MORE Real Drama HERE THAN IN 1000 HEADLINE STORIES!
Births
"Maybe a baby will bring my husband back to me!"
"I've got seven now . . . and this time I hope it's twins!"
"I don't want no kid . . . I'll sell it . . . I'll give it away!"
"They told me I may die . . . but it's worth the chance!"
"I've killed a man . . . I'm not fit to bring a baby into the world!"
GERALDINE FITZGERALD
Fulfilling the thrilling promise she gave in 'Dark Victory' and 'Wuthering Heights', now starring in
A CHILD IS BORN
Beautifully, the screen tells a story to stir your emotions, to thrill your heart, to open your eyes . . . the story of five women on the brink of their greatest adventure . . . the brave story of every woman in the world!
Gladys GEORGE · Jeffrey LYNN · Gale PAGE
SPRING BYINGTON • Directed by LLOYD BACON
A WARNER BROS. Picture
Screen Play by Robert Rossen • Based on a Play by Mary McDougal Axelson

Mat 303 — 10¾ inches x 3 columns (453 lines) — 45c

AS THRILLING AS THE CRY OF A NEWBORN BABE!
A CHILD IS BORN
Starring GERALDINE FITZGERALD
Sensation of 'Dark Victory' and 'Wuthering Heights'
A Story About MOTHERS For Everyone!
GLADYS GEORGE • JEFFREY LYNN
GALE PAGE • Spring Byington
Directed by Lloyd Bacon
WARNER BROS. PICTURE
Screen Play by Robert Rossen • Based on a Play by Mary McDougal Axelson

Mat 209 — 10 inches x 2 columns (278 lines) — 30c

Ad 302 has been designed so that individual squares may be used for teasers, spotted run of paper or as a mailing piece suggested on Exploitation page 8.

THE PICTURE EVERY MOTHER WILL WANT HER DAUGHTER TO SEE!
A CHILD IS BORN
MURDERESS
"What chance will my baby have... when I'm in jail!"
A CHILD IS BORN
BURLESQUE QUEEN
"I don't want no kids...I'll give 'em away, see!"
A CHILD IS BORN
YOUNG WIFE
Alone, frightened ...why doesn't her husband come to her?
A CHILD IS BORN
HOUSEWIFE
"Children are a blessing...this one will be my eighth!"
A CHILD IS BORN
MYSTERY WOMAN
"I'm going to have a baby...even if I have to steal it!"
A CHILD IS BORN
WOMAN UNAFRAID
"I gotta have a kid ...or my husband will leave me!"
A CHILD IS BORN
Starring GERALDINE FITZGERALD
Thrilling Discovery of "Dark Victory" • "Wuthering Heights"
GLADYS GEORGE • JEFFREY LYNN
GALE PAGE • SPRING BYINGTON
Directed by Lloyd Bacon
A WARNER BROS. Picture
Screen Play by Robert Rossen • Based on a Play by Mary McDougal Axelson

Mat 302 — 9 inches x 3 columns (381 lines) — 45c

"Anyone can have my baby who wants it ...I don't!"
"My parents don't even know that I'm married!"
"I'm so fond of kiddies...This is my eighth, you know!"
"My man is crazy about kids...I just gotta have one."
"Maybe a baby will bring my husband back to me!"
No One Asks Who They Were Or Where They Came From...
TODAY THEY'RE ALL WOMEN WAITING FOR THE MOMENT WHEN
A CHILD IS BORN
Starring
GERALDINE FITZGERALD
The Girl Who Leaped to Fame in 'Dark Victory' and 'Wuthering Heights'
also
GLADYS GEORGE · JEFFREY LYNN
GALE PAGE · SPRING BYINGTON
Directed by LLOYD BACON · A WARNER BROS. Picture
Screen Play by Robert Rossen • Based on a Play by Mary McDougal Axelson

Mat 401 — 8 inches x 4 columns (448 lines) — 60c

"I DON'T WANT NO BRAT ... I'LL SELL IT...I'LL GIVE IT AWAY!
"I'VE GOT SEVEN NOW IF I HAVE TWINS MY HUSBAND WILL HAVE A FIT!"
"DON'T LEAVE ME NOW ... I'M FRIGHTENED!"
"I'VE KILLED A MAN... I'M NOT FIT TO BRING A BABY INTO THE WORLD!"
GERALDINE FITZGERALD
The Girl Who Leaped to Fame in 'Dark Victory' & 'Wuthering Heights'
"A CHILD IS BORN"
GLADYS GEORGE · JEFFREY LYNN · GALE PAGE
SPRING BYINGTON · Directed by Lloyd Bacon · A WARNER BROS. Picture
Screen Play by Robert Rossen · Based on a Play by Mary McDougal Axelson

Mat 308 — 7 inches x 3 columns (288 lines) — 45c

AN ADULT STORY... TOLD FOR ADULTS!
A CHILD IS BORN
Starring
GERALDINE FITZGERALD
Thrilling Discovery of 'Dark Victory' and 'Wuthering Heights'
I HATE KIDS!
• Six women on the brink of life's greatest experience! Each one's secret hopes and fears... triumphs and tragedies...woven into one beautiful and unforgettable film!
THIS IS MY 8th!
WILL I LIVE?
GLADYS GEORGE
JEFFREY LYNN
GALE PAGE
SPRING BYINGTON · Directed by Lloyd Bacon
A WARNER BROS. Picture
Screen Play by Robert Rossen
Based on a Play by Mary McDougal Axelson

Mat 117
8½ inches (118 lines) — 15c

This series of dialogu
tested formula whi
men. The ads are esp
woman's pages, and w
as blow-ups for lobby

"YOU GOTTA LEAVE NOW. AFTER SHE HAS HER KID SHE GOES BACK TO JAIL!"
"DON'T SCOLD ME NOW, DOC. I NEED A LITTLE COURAGE!"
"I DON'T CARE ABOUT THE BABY...JUST TRY AND SAVE MY WIFE!"
"THE DOC SAID I MAY DIE...BUT IT'S WORTH IT!"
GERALDINE FITZGERALD
Fulfilling the thrilling promise she gave in "Dark Victory" and "Wuthering Heights"
"A CHILD IS BORN"
GLADYS GEORGE · JEFFREY LYNN · GALE PAGE
SPRING BYINGTON · Directed by Lloyd Bacon · A WARNER BROS. Picture
Screen Play by Robert Rossen · Based on a Play by Mary McDougal Axelson

Mat 304 — 6½ inches x 3 columns (267 lines) — 45c

"WHO'LL TAKE CARE OF MY BABY... WHILE I'M ROTTING IN JAIL?"
MURDERESS!
"JUST MY LUCK! HAVIN' A KID'LL RUIN MY CAREER ...AND MY FIGURE!"
BURLESQUE QUEEN!
"I'M GOING TO HAVE A BABY...EVEN IF I HAVE TO STEAL IT!"
MYSTERY WOMAN!
Starring
GERALDINE FITZGERALD
Sensation of "Dark Victory" and "Wuthering Heights"
"A CHILD IS BORN"
GLADYS GEORGE · JEFFREY LYNN · GALE PAGE
SPRING BYINGTON · Directed by Lloyd Bacon · A WARNER BROS. Picture
Screen Play by Robert Rossen · Based on a Play by Mary McDougal Axelson

Mat 305 — 5½ inches x 3 columns (228 lines) — 45c

gue ads is made of the
hich appeals to wo-
especially effective on
l will attract attention
bby and front display.

KILLER...
AND CHORUS GIRL
HOUSEWIFE...
AND HEIRESS
Only life's greatest experience could bring these women together!
"Will my husband come back...when I have my baby?
"It's my eighth. I hope it's a boy...this time!"
"Havin' a kid'll ruin my career...and my figure!"
"My baby will grow up...without a mother's care!"
GERALDINE
FITZGERALD
Thrilling discovery of "Dark Victory" and "Wuthering Heights"
A CHILD IS BORN
A Drama As Big As Life Itself
Presented by WARNER BROS.
with
GLADYS GEORGE · JEFFREY LYNN
GALE PAGE
SPRING BYINGTON · Directed by Lloyd Bacon
Screen Play by Robert Rossen
Based on a Play by Mary McDougal Axelson

Mat 122
7¾ inches (110 lines) — 15c

"I GOTTA HAVE A KID FOR MY HUSBAND'S SAKE!"
"I HOPE IT AIN'T A GIRL ...MAYBE SHE'D BE LIKE ME!"
"THE DOC SAID I MAY DIE...BUT IT'S WORTH IT!"
"WHO'LL TAKE CARE OF MY BABY ... WHILE I'M ROTTING IN JAIL?"
GERALDINE
FITZGERALD
The girl who leaped to fame in 'Dark Victory' and 'Wuthering Heights'
"A CHILD IS BORN"
GLADYS GEORGE·JEFFREY LYNN·GALE PAGE
SPRING BYINGTON · Directed by Lloyd Bacon · A WARNER BROS. PICTURE
Screen Play by Robert Rossen · Based on a Play by Mary McDougal Axelson

Mat 210 — 6½ inches x 2 columns (180 lines) — 30c

"I'M GOING TO HAVE A BABY -BUT..."
"The doctor told me I shouldn't!"
"I'll lose my career...and my figure!"
"My husband says we can't afford one!"
"I'm worried. This is my first!"
"I'll have a murderess for a mother!"
GERALDINE
FITZGERALD
Sensation of "Dark Victory" and "Wuthering Heights"
A CHILD IS BORN
GLADYS GEORGE
JEFFREY LYNN
GALE PAGE
Spring Byington
Directed by Lloyd Bacon
A WARNER BROS. Picture
Screen Play by Robert Rossen • Based on a Play by Mary McDougal Axelson

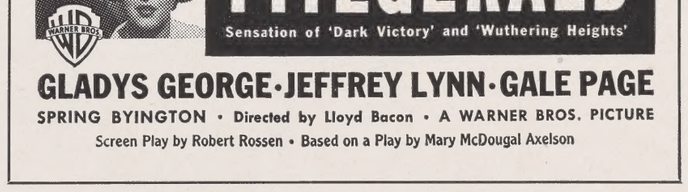
Mat 211 — 6½ inches x 2 columns (186 lines) — 30c

"AIN'T SCIENCE WONDERFUL.... THEY TELL ME I'M GONNA HAVE TWINS!"
"I'M AFRAID OF WHAT'S GOING TO HAPPEN! ...THIS ONE WILL BE MY FIRST!"
"THIS IS GOING TO BE MY EIGHTH...I'M THE WARD'S BEST CUSTOMER!"
"WHO'LL TAKE CARE OF MY BABY ... WHILE I'M ROTTING IN JAIL?"
GERALDINE FITZGERALD
Sensation of 'Dark Victory' and 'Wuthering Heights'
"A CHILD IS BORN"
GLADYS GEORGE·JEFFREY LYNN·GALE PAGE
SPRING BYINGTON · Directed by Lloyd Bacon · A WARNER BROS. PICTURE
Screen Play by Robert Rossen · Based on a Play by Mary McDougal Axelson

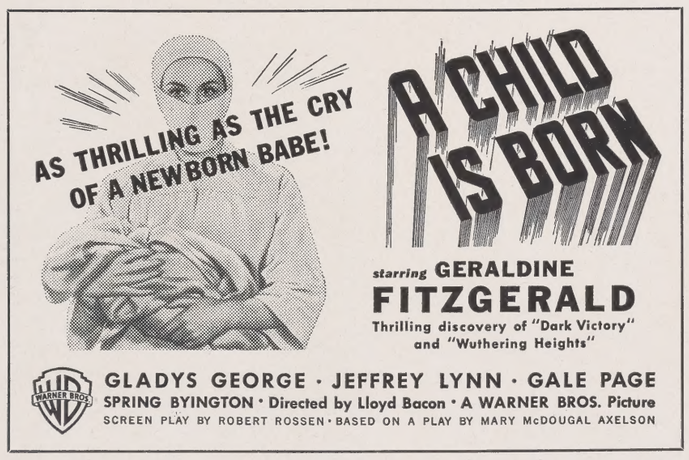
Mat 213 — 9¾ inches x 2 columns (278 lines) — 30c

WHILE THE MEN WHO LOVE THEM STAND BY...HELPLESS...
These Women Share
DRAMA
"My baby must never know that I am a murderess!"
HEARTBREAK
"I don't want no kid...I'll sell it, I'll give it away!"
SUSPENSE
"What's going to happen when they wheel me in there?"
THRILLS
"My baby has to live...I've waited so long!"
A CHILD IS BORN
Starring GERALDINE
FITZGERALD
Fulfilling the thrilling promise she gave in "Dark Victory" and "Wuthering Heights"
GLADYS GEORGE · JEFFREY LYNN · GALE PAGE
SPRING BYINGTON · Directed by Lloyd Bacon · A WARNER BROS. Picture
Screen Play by Robert Rossen · Based on a Play by Mary McDougal Axelson

Mat 306 — 6½ inches x 3 columns (276 lines) — 45c


You'll Learn Why...
a thousand questions fill their minds...a thousand emotions shake their souls...as these women bravely, unflinchingly, face life's greatest adventure!
How
can I be sure this baby will be born ...alive?
Will
I be safe? This one is my first!
Who
wants a baby? I'll give mine away!
Has
a murderess the right to be a mother?
A CHILD IS BORN
Starring GERALDINE
FITZGERALD
Sensation of 'Dark Victory' and 'Wuthering Heights'
GLADYS GEORGE·JEFFREY LYNN·GALE PAGE
SPRING BYINGTON · Directed by Lloyd Bacon · A WARNER BROS. PICTURE
Screen Play by Robert Rossen · Based on a Play by Mary McDougal Axelson

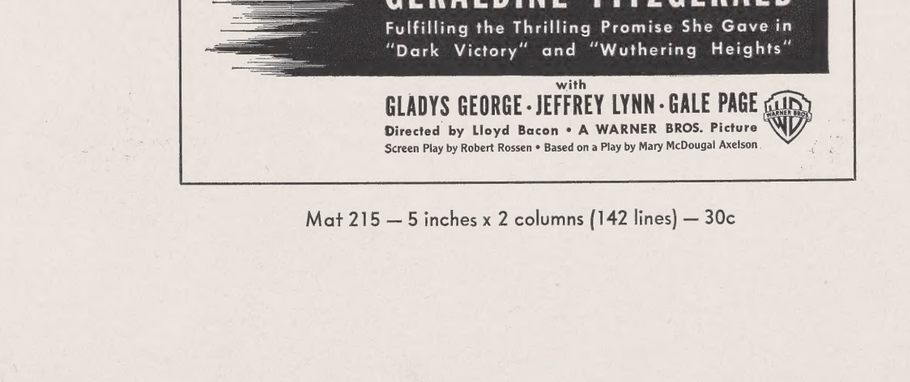
Mat 212 — 8¼ inches x 2 columns (232 lines) — 30c


AS THRILLING AS THE CRY OF A NEWBORN BABE!
A CHILD IS BORN
starring GERALDINE
FITZGERALD
Thrilling discovery of "Dark Victory" and "Wuthering Heights"
GLADYS GEORGE · JEFFREY LYNN · GALE PAGE
SPRING BYINGTON · Directed by Lloyd Bacon · A WARNER BROS. Picture
SCREEN PLAY BY ROBERT ROSSEN · BASED ON A PLAY BY MARY McDOUGAL AXELSON

Mat 216 — 2½ inches x 2 columns (72 lines) — 30c

FOUR WOMEN ON THE BRINK OF LIFE'S GREATEST ADVENTURE!
MURDERESS!
BURLESQUE STAR!
NEWLYWED!
MOTHER OF 8!
A CHILD IS BORN
Drama as big as life itself!
GERALDINE FITZGERALD
Fulfilling the Thrilling Promise She Gave in "Dark Victory" and "Wuthering Heights"
with
GLADYS GEORGE · JEFFREY LYNN · GALE PAGE
Directed by Lloyd Bacon • A WARNER BROS. Picture
Screen Play by Robert Rossen • Based on a Play by Mary McDougal Axelson

Mat 215 — 5 inches x 2 columns (142 lines) — 30c


FOUR WOMEN ON THE BRINK of LIFE'S GREATEST ADVENTURE!
MURDERESS!
NEWLYWED!
BURLESQUE STAR!
MYSTERY WOMAN!
A CHILD IS BORN
starring GERALDINE FITZGERALD
GLADYS GEORGE • JEFFREY LYNN • GALE PAGE • SPRING BYINGTON • Directed by Lloyd Bacon • A WARNER BROS. Picture • Screen Play by Robert Rossen • Based on a Play by Mary McDougal Axelson

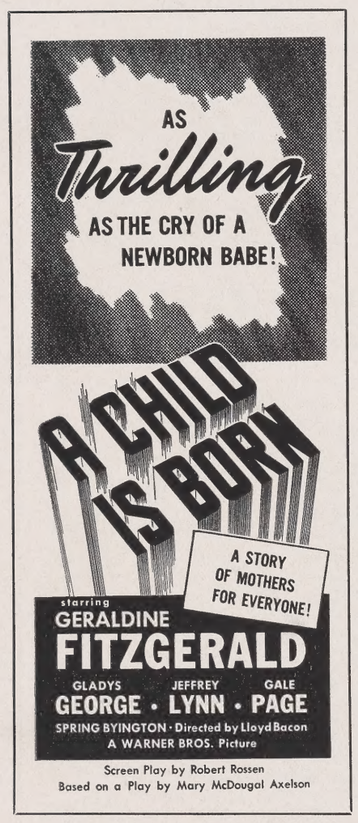
Mat 307 — 2 inches x 3 columns (84 lines) — 45c

"What's a dancer gonna do with a kid? I'll give it away!"
"This is my eighth baby... it's getting to be a habit!"
A STORY OF MOTHERS ...FOR EVERYONE!
"Being a woman isn't enough... I want to be a mother!"
A CHILD IS BORN
GERALDINE FITZGERALD
Sensation of "Dark Victory" and "Wuthering Heights"
GLADYS GEORGE
JEFFREY LYNN
GALE PAGE
SPRING BYINGTON
A WARNER BROS. Picture • Directed by Lloyd Bacon
Screen Play by Robert Rossen • Based on a Play by Mary McDougal Axelson

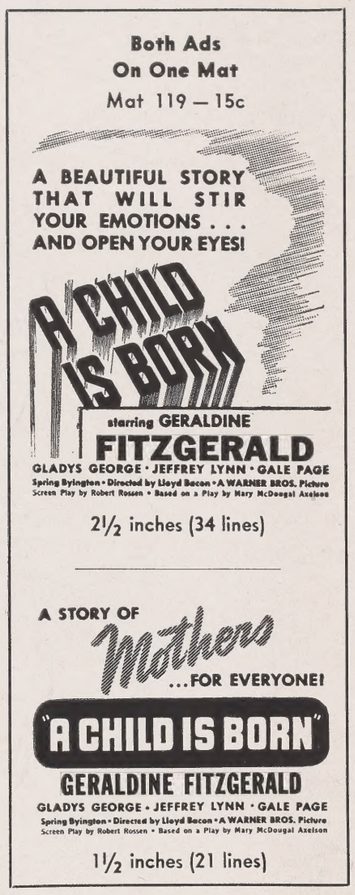
Mat 208 — 13 inches x 2 columns (360 lines) — 30c

THE PICTURE EVERY MOTHER WILL WANT HER DAUGHTER TO SEE!
A CHILD IS BORN
starring
GERALDINE FITZGERALD
Sensation of "Dark Victory" and "Wuthering Heights"
GLADYS GEORGE • JEFFREY LYNN • GALE PAGE
Spring Byington • Directed by Lloyd Bacon • A WARNER BROS. Picture
Screen Play by Robert Rossen • Based on a Play by Mary McDougal Axelson

Mat 120
3¼ inches (46 lines) — 15c

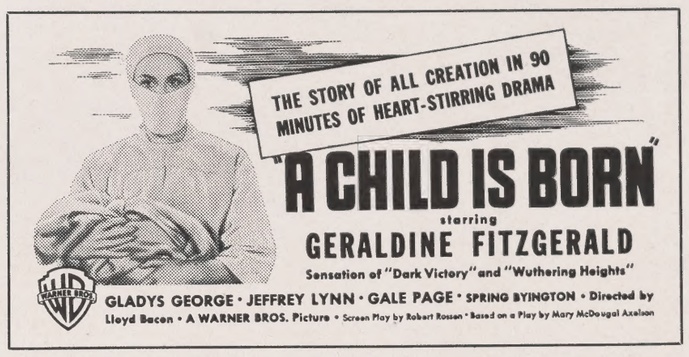

AS Thrilling AS THE CRY OF A NEWBORN BABE!
A CHILD IS BORN
A STORY OF MOTHERS FOR EVERYONE!
starring
GERALDINE
FITZGERALD
GLADYS GEORGE • JEFFREY LYNN • GALE PAGE
SPRING BYINGTON • Directed by Lloyd Bacon
A WARNER BROS. Picture
Screen Play by Robert Rossen
Based on a Play by Mary McDougal Axelson

Mat 121
4¾ inches (67 lines) — 15c


Both Ads
On One Mat
Mat 119 — 15c
A BEAUTIFUL STORY THAT WILL STIR YOUR EMOTIONS . . . AND OPEN YOUR EYES!
A CHILD IS BORN
starring GERALDINE
FITZGERALD
GLADYS GEORGE • JEFFREY LYNN • GALE PAGE
Spring Byington • Directed by Lloyd Bacon • A WARNER BROS. Picture
Screen Play by Robert Rossen • Based on a Play by Mary McDougal Axelson
2½ inches (34 lines)
A STORY OF Mothers ...FOR EVERYONE!
"A CHILD IS BORN"
GERALDINE FITZGERALD
GLADYS GEORGE • JEFFREY LYNN • GALE PAGE
Spring Byington • Directed by Lloyd Bacon • A WARNER BROS. Picture
Screen Play by Robert Rossen • Based on a Play by Mary McDougal Axelson
1½ inches (21 lines)

FOUR WOMEN ON THE BRINK of LIFE'S GREATEST ADVENTURE!
MURDERESS!
NEWLYWED!
BURLESQUE STAR!
MYSTERY WOMAN!
A CHILD IS BORN
starring GERALDINE
FITZGERALD
GLADYS GEORGE • JEFFREY LYNN • GALE PAGE • SPRING BYINGTON • Directed by Lloyd Bacon • A WARNER BROS. Picture • Screen Play by Robert Rossen • Based on a Play by Mary McDougal Axelson

Mat 217 — 1½ inches x 2 cols. (40 lines) — 30c


THE STORY OF ALL CREATION IN 90 MINUTES OF HEART-STIRRING DRAMA
"A CHILD IS BORN"
starring
GERALDINE FITZGERALD
Sensation of "Dark Victory" and "Wuthering Heights"
GLADYS GEORGE • JEFFREY LYNN • GALE PAGE • SPRING BYINGTON • Directed by Lloyd Bacon • A WARNER BROS. Picture • Screen Play by Robert Rossen • Based on a Play by Mary McDougal Axelson

Mat 214 — 2 inches x 2 cols. (54 lines) — 30c

AS THRILLING AS THE CRY OF A NEWBORN BABE!
A CHILD IS BORN
A WARNER BROS. Picture with
GERALDINE
FITZGERALD
Sensation of
Dark Victory and Wuthering Heights
GLADYS GEORGE
JEFFREY LYNN
GALE PAGE
also SPRING BYINGTON • Directed by Lloyd Bacon
Screen Play by Robert Rossen • Based on a Play by Mary McDougal Axelson

Mat 118
4 inches (55 lines) — 15c

Art Treatment of the Title Reproduced for Your Own Layouts . . . Mats NOT Available

Official Billing

WARNER BROS.	40%
Pictures, Inc. Presents	5%
GERALDINE FITZGERALD	100%
in	
"A CHILD IS BORN"	100%
with	
GLADYS GEORGE · JEFFREY LYNN · GALE PAGE · SPRING BYINGTON	60%
•	
Directed by Lloyd Bacon	25%
•	
Screen Play by Robert Rossen	3%
•	
Based on a Play by Mary McDougal Axelson	2%
•	
A Warner Bros. Picture	5%

Selling Lines from the Ads

* * *

More real drama in "A Child Is Born" than in 1000 headline stories!

* * *

As thrilling as the cry of a newborn baby!

* * *

The picture every mother will want her daughter to see!

* * *

An adult story for adults!

* * *

A story of mothers for everyone!

* * *

Women on the brink of Life's greatest adventure!

* * *

A picture every woman will want to see with the man she loves!

* * *

A thrilling photoplay that will stir your emotions!

Vitaphone Shorts

HISTORICAL TECHNICOLOR PRODUCTION'S "The Bill Of Rights" — latest in the series of Technicolor patriotic featurets. Events leading up to the adoption of the first ten amendments to the Constitution. 4007 — Historical Technicolor Production—17 minutes.

MERRIE MELODIES' fun fest this time is "Little Brother Rat"—adventure of a mouse on a scavenger hunt for an owl's egg. 4526—Merrie Melodies—7 minutes.

VITAPHONE VARIETY continues its Grouch Club Series with "Witness Trouble"—the sorry plight of Arthur Bryan, at first a witness to an accident and later its cause. 4911—Vitaphone Variety—10 mins.

THE COLOR PARADE offers "Mechanix Illustrated No. 6". Manufacture of plastic playing cards, a color analyzer which determines your best color; operation of San Francisco — Oakland Bay bridge; manufacture of Decalcomanias. 4613—Color Parade—10 minutes.

LOONEY TUNES—"Wise Quack" in which Daffy Duck and Porky Pig effect an hilarious rescue of 2 duckling from a hawk. 4816 — Looney Tunes — 7 minutes.

MELODY MASTERS presents "Leith Stevens And Orchestra." From the famed Saturday Night Swing Club. 4715—Melody Masters —10 minutes.

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Wisconsin Center
for Film and Theater Research

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